

LaGrande Evening Observer

(Incorporated)

An Independent Newspaper

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Six months in advance	\$4.50
Yearly in advance	\$8.00
Single copy	5c
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Monthly in advance	80c
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Yearly in advance	\$8.00
Single copy	5c

ADVERTISING RATES	
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Display, local, per column inch	40c
Time contract prices on application.	

MY SIN—Why beholdest thou the mote that is in thy brother's eye, but considerest not the beam that is in thine own eye? Or how wilt thou say to thy brother, Let me pull out the mote out of thine eye; and behold, a beam is in thine own eye? Thou hypocrite, first cast out the beam out of thine own eye; and then shalt thou see clearly to cast out the mote out of thy brother's eye.—Matthew 7:2, 3, 4, 5.



Cherry shipments from the valley are bringing a very good price. It is significant to note that the professional cherry growers are constantly setting out new trees. They have faith in cherry profits in the years to come.

ATTRACTING SETTLERS TO OREGON

From the office of the state chamber of commerce comes word that 80 new families have settled in Oregon in 27 days, with over a third of a million dollars investment. We are not informed how many of them were attracted east of the Cascades—not many, we imagine—but the figures indicate the possibilities of land settlement if the campaign of invitation is properly conducted.

Right now there is being assembled a great variety of opinions on how the state shall expend the \$25,000 appropriation of the last legislature for land settlement advertising. There are more ideas than there are dollars—and the report thus far indicates that no one is approaching the problem with any superior amount of intelligence. One individual suggests spending a good slice of money for a motion picture with talking effects, the whole production being designed to sell the spectators and hearers on Oregon advantages.

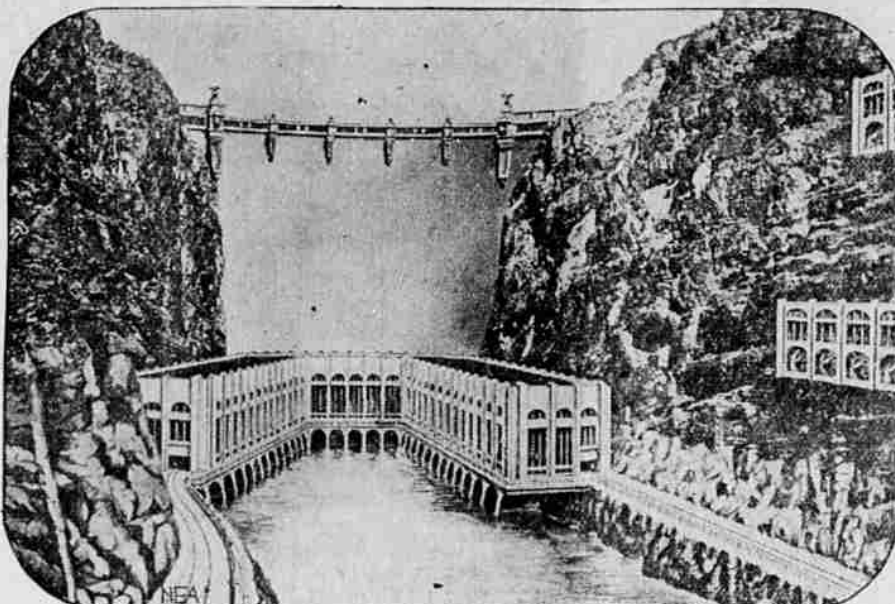
The person responsible for this scheme hasn't stopped to determine how the picture, when completed, will be put before dairymen and farmers of other states who are prospective settlers on Oregon land. Theatre operators in middle western agricultural states do not show advertising films free of charge. And residents of those states do not pay good money to go to see them. Schools and city and farm organizations do not show such films with any great eagerness, particularly when the matter is designed to rob them of good citizens and attract them to Oregon. That's one example of how impractical advertising ideas can be.

Whoever has the authority to spend this fund should make a study, first of its purpose and, second, how to accomplish that purpose with greatest speed and economy. The purpose, we assume, is to secure a greater number of farmers for Oregon lands. Not replace present farmers, who are far more valuable than any present or future prospects, but to get more farmers. Not to bring outsiders here to buy existing farms, but to bring new farms into being, to make two farms where only one existed before, with consequent higher cultivation and more diversification. To increase farm population by increasing farm production and earning power.

How to accomplish that purpose is a job for advertising experts, not for laymen. They will find out where the greatest number of those prospective new farmers for Oregon now reside. They will determine how best to put the arguments for coming to Oregon before those prospective farmers. They will present those arguments in a definite, businesslike, hard-cash manner. They will show by concrete examples how efficient working of the soil can be profitable for the settler who comes to Oregon.

The job of the state in spending this land settlement fund is the same as the job of Union and Wallowa county in spending the fund that has been raised here for dairy development, though our own is much more limited. Care must be exercised in each instance to see that the money is not spent foolishly, that somebody doesn't sell the committee a pretty sign board on each side of town that would reach only about one per cent of the type of people we want to reach, or some other impractical scheme. The Union-Wallowa fund and the state fund can both do a tremendous lot of good, can lay the foundation for additional appropriations for the same purpose in the future. But they must be handled carefully to accomplish that good.

Boulder Dam, as It Will Look When Completed



A view of the big Boulder Dam power project, as it will look when completed by the government. The power plant, which lies 550 feet below the dam, is expected to develop 550,000 continuous horsepower. The dam will impound 26,000,000 acre-feet of water.



OFFICE CAT By Junius

There is probably no disease so greatly enjoyed as rheumatism.

Conductor: "Young Man, you'll have to keep your head inside the window."

Fresh Passenger: "I can look out if I want to."

Conductor: "All right, but if you break any of the iron work of the bridge you'll pay for it."

The best way to care some people of mean tricks is to give them a dose of their own medicine.

Why is it that just about the time you get a dandy vacation planned some unexpected expense occurs which cleans you out of cash?

"I was so mad I like to have died." She was about six years old. Thus does mother's weakness for exaggerating have an early effect on the child.

Now we have the absent-minded telephone operator who always gives the right number.

Our laundry still doesn't recognize the one-piece suit of under wear. It still sends it back in two pieces.

Judge (in citizenship court): "A congressman serves two years and a senator six. How do you explain that?"

Applicant: "Because being a senator is a much more serious offense."

Lawyer: "But why did you throw acid on your husband?"

Pair Client: "I—oh, hoo, hoo—"

I grew so tired of seeing the same face across the breakfast table every morning.

It must be love if she quits a \$45 job to wash dishes for a man with a \$24 job.

Some men have all the money they want to spend, but most men are married.

"What did you do last summer?" "I worked for my dad."

"Shake; I didn't have a job either."

Even a good town can't stand too much boosting.

"Does it ever become too hot to dance?" No. Neither does it become too late.

He: "But, darling, don't you want to marry a man who is economical?"

She: "Oh, I suppose so, but it's not much fun being engaged to one."

"But surely seeing is believing."

"Not necessarily; I see you every day."

Rookie: "I'm going up in an airship tomorrow."

Tenderfoot: "Drop in on us if you're passing."

War can't be outlawed and its instruments kept.

First Indian: "Let's go on the warpath."

Second Indian: "We can't. It's been paved."

When more bunk is swallowed Americans will swallow it.

The fellow that invented jolly-pops figured we was a big bunch of suckers.

Times change. The world's ill used to be blamed on sun spots and now it's the lively ball.

MENUS

By SISTER MARY

Many thrifty housekeepers like to make their own pickles and relishes. These are often rather expensive to buy bottled, but when "put up" during the pickling season are quite economical.

While there is no actual food value in pickling, good homemade relishes do stimulate many a jaded appetite and help to take the place of a more formal appetizer. Of course children should not be allowed to partake of these highly flavored viands.

Many salad dressings are made interesting by the addition of minced gherkins or chopped relishes. Sandwiches and sandwich fillings are improved by the judicious use of pungent pickles.

Cucumber rings are a delicious sweet pickle. They make an attractive garnish for cold meat platters or take their place on a tray of mixed relishes such as radishes, celery and olives.

Cold sliced pickles are a "sharp" pickle liked by many men with hot or cold meat.

The recipes for both sweet and sour pickles follow:

Cucumber Rings

Eight or ten 8-inch cucumbers.

1 ounce stick cinnamon; 1 ounce whole cloves; 1 ounce whole allspice; 3 pounds brown sugar; 3 pints cider vinegar; 1-2 teaspoon powdered alum.
Make a strong brine using 1 cup salt to 4 cups boiling water. Wash and wipe cucumbers and let stand in brine for three days. Drain from brine and let stand in clear water for three days. Drain and immerse in weak vinegar for two hours. The alum is added to this vinegar. When cool cut in slices about one-half inch thick and pack in a deep crock. Combine spices, sugar and vinegar and bring to the boiling point. Pour boiling hot over cucumbers in crock. Drain off vinegar, scald and pour over cucumbers for three successive mornings. Keep covered with cheesecloth for the two days. On the third morning let cool and then cover with a big plate and store in a dark cool place. The pickles can of course be sealed in sterilized jars if more convenient.

Cold Sliced Pickles

One hundred 2 or 4-inch cucumbers; half their bulk in onions the size of English walnuts; 2 cups olive oil; 1-2 cup white mustard seed; 1-3 cup celery seed; 6 stalks horseradish root; vinegar.

Peel onions and wash and wipe cucumbers. Put in a brine as in the preceding recipe and let stand over night. In the morning drain and slice both onions and cucumbers. Put a layer of each into a deep crock. Sprinkle with mustard and celery seeds and olive oil. Continue layer for layer until all is used. Cover with horseradish roots, and pour over cold vinegar. Weight with a plate and store in a dark cool place.

BEFORE THE MIKE

The National Broadcasting Company program for Tuesday night follows: 8, Tales Never Told; 9, spotlight review; 11, Musical Musketiers.
The American Broadcasting Company program for Tuesday night follows: 8, Vic Meyers' orchestra; 9, American Philharmonic club; 10, male quartet; 11, Vic Meyers' orchestra.
Portland
KGW (620kc) 8, NBC; 9, KO-MO program; 10, Varsity Vagabonds.
KEX (1180kc) 8 to 12, ABC program.
San Francisco
KFRC (610kc) 8, music; 9, concert orchestra; 10, dance orchestra; 11, cabaret band; 12, Dorado club.
KPO (680kc) 8, daily recology; 9, Tommy and Bob; 9:30, crooners and Aeolian trio; 10, NBC; 11, NBC.
Salt Lake City
KSL (1120kc) 8, instrumental

quartet; 9, studio program; 10, dance orchestra.
Spokane
KHQ (590kc) 8, NBC; 9, melodrama; 10, NBC; 11, NBC.
KGA (1470kc) 8 to 12, ABC program.

Seattle
KJR (970kc) 8 to 12, ABC program.
KOMO (320kc) 8, NBC; 10, Reseburg and Harvey; 10:45, orchestra; 11:45, organ recital.

Los Angeles
KFI (640kc) 8, NBC; 9, orchestra; 10, NBC.
KNX (1050kc) 8, Tom and his girls; 10, orchestra; 12, Dorado club.

Oakland
KKL (580kc) 8, feature; 9, musical numbers.
KGO (780kc) 8, NBC; 9, 90 piano; 10, NBC.

Denver
KOA (820kc) 8, NBC; 9, news of world.

Monument Moves
The stay of the Washington monument is rendered perceptible by a copper wire 174 feet long hanging in the center of the structure and carrying a plummet suspended in a vessel of water. At noon in summer the apex of the monument, 550 feet above ground, is shifted by expansion of the stone a few one-hundredths of an inch toward the north.

USED CARS

SEVERAL REAL BARGAINS
SPECIAL TRUCK BARGAINS
1924 Ford Ton Truck with flat bed, Buksel axle. Just the handy truck for the farm. \$249
1927 Ford Ton Truck with steel body and cab. \$394

Larison Chevrolet Company
1414 ADAMS AVENUE
PHONE MAIN 2
A Six in the Price Range of the Four

CHILDREN'S OUTING TOGS
And
LADIES' KNICKER PANTS
\$1.00
Norton's Kiddy Shop
Better Merchandise --- Lower Prices

OUR 8-DAY DAILY REDUCTIONS SALE IS ON

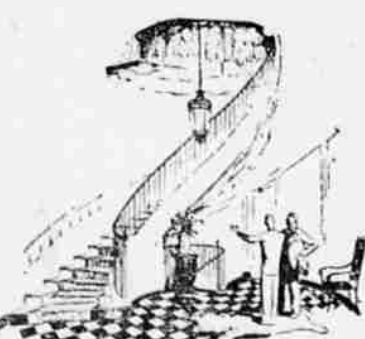
19 used automobiles will be in the hands of new owners between now and Saturday night. The first day of sale six cars moved out before the price started downward which should be sufficient proof that the cars were started at a low figure.

Remember the cars started above \$150.00 are worked down \$10.00 per day until sold and the cars started at below \$150.00 are worked down \$5.00 per day.

EXAMPLE	
Dodge Touring 1924 model -- New paint, trunk on rear, good rubber. This car is a good performer. Started at \$190.00 will sell Saturday night if still on hand at \$120.00.	Ford 1926 Coupe -- A real bargain at a start of \$225.00, will sell Saturday night if still on hand at \$155.00.

Call at our garage and see these cars, they are bargains at today's prices. They will not all be here Saturday but you pick the day to buy them.

TERMS — Our low interest contract will please you.
PERKINS MOTOR COMPANY
Cor. Fourth & Adams Phone Main 500



The Want Ads As a Medium of Exchange for Homefurnishings

THE housewife who is redecorating will undoubtedly find that there many items of furnishings that must be disposed of to make room for the newer things—yet they are too good to be given away or placed in the attic or cellar. The Want Ads offer a splendid and a profitable solution to this problem. Value-wise women have learned that many real bargains in used homefurnishings are to be found in the Want Ad columns... they watch them constantly. Place your ad before them and watch for results.

EVENING OBSERVER
MAIN 37

TRY W. K. GILBERT CO. FIRST